

BH Kings In-Store Research

<i>Top Line Results</i> <i>B&H Kings In-Store Audit</i>	Day 1 <i>Wednesday August 24th</i>	Day 2 <i>Thursday August 25th</i>	Day 3 <i>Friday August 26th</i>	Day 4 <i>Saturday August 27th</i>	Total Research
	Total*	Total*	Total*	Total*	Total*
Store Audited	(12)	(12)	(12)	(12)	(48)
Interviews Completed	(291)	(275)	(255)	(288)	(1109)
	# %	# %	# %	# %	# %
Aware	50 17.2%	21 7.6%	36 14.1%	48 16.7%	156 14.0%
Aware&Tried	14 4.8%	8 2.9%	22 8.6%	23 8.0%	67 6.1%
Aware&Non Triers	36 12.4%	13 4.7%	14 5.5%	25 8.7%	88 8.0%
Packs counted	(614)	(598)	(419)	(435)	(2066)
	# %	# %	# %	# %	# %
B&H Special Kings	4 0.65%	4 0.67%	5 1.19%	5 1.15%	18 0.87%
<u>Volume by packings</u>					
B&H Kings non-menthol FF	1 0.16%	0 0.00%	2 0.48%	2 0.46%	5 0.24%
B&H Kings non-menthol LT	3 0.49%	2 0.33%	1 0.24%	0 0.00%	6 0.29%
B&H Kings menthol FF	0 0.00%	1 0.17%	2 0.48%	2 0.46%	5 0.24%
B&H Kings menthol LT	0 0.00%	1 0.17%	0 0.00%	1 0.00%	2 0.10%

* Boston, Queens, Bronx, Brooklyn

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